

BROADCAST DATA DISTRIBUTION SYSTEM WITH ASYMMETRIC UPLINK/DOWNLINK BANDWIDTHS

ABSTRACT

5 The broadcast data distribution system distributes directory and indexing
information for the selection of viewing choices in broadcast and multicast networks
with asymmetric uplink/downlink bandwidths. Examples of such systems include
Digital Broadcast Satellite (DBS) and Cable Television (CATV) systems. More
particularly, a preferred embodiment of the invention co-locates shared directory
10 resources at directory servers which can provide the benefit of technology
improvement through storage multiplexing to directory clients, which are assumed
to have smaller, more heterogeneous and slowly-evolving memory and processing
resources. The directory information stored at the directory clients is a subset of
the information maintained at the directory servers selected on the basis of
15 subscriber interest. This system automatically constructs both a target profile for
each target object (program) that is broadcast, as well as a "target profile interest
summary" for each subscriber, which target profile interest summary describes the
subscriber's interest level in various types of target objects. The system then
evaluates the target profiles against the subscribers' target profile interest
20 summaries to generate a subscriber-customized rank ordered listing of target
objects most likely to be of interest to each subscriber, so that the subscriber can
select from among these potentially relevant target objects, which were
automatically selected by this system from the plethora of target objects available
on the data distribution system.

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